

REMARKS

Applicants respectfully request consideration of the subject application as amended herein. This Amendment is submitted in response to the Office Action mailed July 29, 2005. Claims 1-51 stand rejected. In this Amendment, claims 1, 7-9, 22, 25 and 37 have been amended. No new matter has been added.

Rejections Under 35 U.S.C. § 103(a)

Claims 1-51 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Applicant's Admitted Prior Art ("AAPA") in view of U.S. Patent No. 6,684,369 of Bernardo et al. ("Bernardo"). Claims 2-21, 23-36 and 38-51 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over AAPA in view of Bernardo. Applicants respectfully submit, however, that the pending claims are not rendered obvious by either of AAPA or Bernardo, alone or in combination.

AAPA does not teach or suggest defining, through an interactive process, for each of multiple data displays, an information placement on a relevant display and a database entity having the information placement and information presence, and then dynamically generating, in response to a user request, a multi-informational display template for the multiple data displays based upon the database entity, as does the presently claimed invention. To the contrary, AAPA states as follows:

Conventional database display systems and methods include display templates that define the specific database information to be displayed, and a placement of the information for a specific browser's characteristics. However, these templates do not response to dynamic user requests for a display of the same information in differing formats, differing amounts of information in a same format, or information appropriate for a differing browser display characteristic; and do not permit the same template to define a plural number of displays having the same information in differing formats, differing amounts of information in a same format, or information appropriate for a plural number of browser display characteristic.

(Specification, page 2, lines 14-21).

Bernardo discloses a tool for facilitating the creation of web sites and pages based on stored templates that enable personalization of web sites and pages. However, while in Bernardo different content may be displayed to different users on the same web page using a template, the placement of the content within the web page is predefined and remains the same for all users. That is, Bernardo does not teach or suggest defining, through an interactive process, for each of multiple data displays, an information placement on each of the multiple displays and a database entity having the information placement and information presence, and then dynamically generating, in response to a user request, a multi-informational display template for the multiple data displays based upon the database entity, as does the presently claimed invention. Accordingly, Bernardo lacks the same limitations of the presently claimed invention that are missing from AAPA. These limitations are included in claim 1. Similar limitations are also included in claims 22 and 37.

Thus, the cited prior art references, taken alone or in combination, do not teach or suggest the present invention as claimed in claims 1, 22 and 37, and their corresponding dependent claims. Applicants respectfully request the withdrawal of the rejection under 35 U.S.C. § 103(a) and submit that the pending claims are in condition for allowance. Applicants respectfully request reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Marina Portnova at (408) 720-8300.

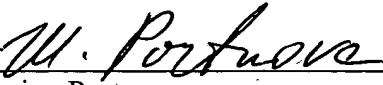
Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

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Dated: October 31, 2005



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